JESSE JIN

Vancouver, BC | *Tel:* (604) 318-9713 | *Email:* muxi.jin1998@gmail.com
LinkedIn: linkedin.com/in/jesse-jin-2201681a0/ | *Github:* https://jesse980107.github.io/Muxi_Jin/

EDUCATION

UNIVERSITY OF BRITISH COLUMBIA   *Vancouver, BC / Sept 2020 - Aug 2023*
Bachelor of Arts in Mathematics, Minor in Statistics

Data Management, RDBMS, Statistical Models, Time Series Forecasting, Linear Algebra, Optimization, Stochastic Processes, Data Structures and Algorithms, Algorithms Design, Linear Programming, Game Theory, Experiments Design, Causal Inferences.

KWANTLEN POLYTECHNIC UNIVERSITY   *Richmond, BC / Sept 2019 - Jul 2020*
Bachelor of Arts in Economics

Macroeconomic & Microeconomic Analysis, Strategic Thinking, Money & Banking, International Trade.

TECHNICAL SKILLS

Computer Languages:	Python (Scikit-learn, NumPy, Pandas, Statsmodel, SciPy, Keras, TensorFlow), R, Java, JavaScript, PHP, MATLAB.
Software & Cloud:	AWS(Dynamo DB, S3), Snowflake, Snowpark, Spark, Jupyter, Github, Workbench, RStudio.
Query Languages:	SQL, MySQL, PostgreSQL, Big Query.
Visualizations:	Tableau, Power BI, Matplotlib, Seaborn.
Certifications:	Supervised & Unsupervised Machine Learning, Linear Classifiers, Google Data Analytics Specialization, Python For Everybody Specialization, Data-Driven Decision Making in SQL, Analyzing Data in Tableau.

WORK EXPERIENCE

Hinbor | *Data Scientist*   *Vancouver, BC / Jun 2022 – Present*

Database and Infrastructure Development:

● Deployed **Mixpanel** for advanced analytics and tracking of **in-app** user behavior, utilizing the data to enhance decision-making and gain valuable insights into customer behavior.
● Develop robust data pipelines to collect, manage, expand, and transform raw data from **Dynamo DB**, **Stripe**, and **Mixpanel**.
● Designed and constructed a robust database, incorporating feature engineering techniques and integrating order data from Stripe, enabling efficient storage, organization, and retrieval of user information for personal experience and targeted marketing campaigns.

Machine Learning Modeling and Business Optimization:

● Utilized effective user **segmentation** techniques based on purchasing habits and in-app actions to categorize users, facilitating targeted marketing campaigns and personalized promotions.
● Built a Machine Learning Model to accurately strategic coupon distribution and optimized targeting, leading to a **10%** higher coupon utilization and **15%** reduction in expenses.
● Leveraged data analysis and insights to **data-driven business decisions**, offering valuable inputs and recommendations for online marketing and advertising strategies.

ANALYTICS PROJECTS

Lead Targeting and Customer Segmentation   *Vancouver / Apr - May 2022*

● Segment customers based on attributes such as their location, historic purchase patterns by using K-means **clustering**. Scored the potential value of each lead and potential customer.
● Predict which offers or products will be most attractive to different customers and demographics at different times.

Kaggle Competition - Sales forecasting   *Vancouver / Feb - Mar 2022*

● Building a sales estimator by using **GBMs** with **XGBoost**, achieved a top **20%** in ranking.

Google AdSense Datasets   *Vancouver / May - Jun 2021*
● Performed **Exploratory analysis** on the advertising PID Dataset.
● Conducted **A/B testing** on different advertising slots; tested whether the performance could hit the industry benchmarks.

ACADEMIC ACHIEVEMENT & COMPETITION EXPERIENCE

● **Academic achievement** : Received **Dean's Honors Roll** recognition at the Kwantlen Polytechnic University for achieving a grade average higher than **85%**.
● **Rubik's Cube Competition** : Received **2nd** place in 2017 LiaoNing provincial Rubik's Cube Competition out of 100+ participants.

Additional Note: Eligible for the WorkBC Subsidy Program.